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## Kodak “We bring good things to life”

The slogan "We Bring Good Things to Life" is closely associated with General Electric, not Kodak. It was used by General Electric from 1979 until 2003 to showcase the diversity of its products and services. Kodak, on the other hand, is a company renowned for its photographic film products and has played a pivotal role in the development of photography. Kodak's legacy in capturing moments and memories is distinct from GE's broad focus on technology and appliances. While GE's slogan aimed to encapsulate the company's impact on improving everyday life through its wide range of products, Kodak's contribution to life's good things

comes from its commitment to preserving those precious moments through imaging technology. Kodak's history is rich with innovation, from its inception in the late 19th century, providing accessible cameras to the masses, to its role in the digital revolution of photography. The company's dedication to community outreach and support of various causes further emphasizes its commitment to bringing good things to life in a different but equally impactful way.